



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, October 10, 2023 - 7:30 a.m.
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Steve Osterndorf, Nick Jensen, Steve Berger, Cheryl Pfundtner, Bob Wisniewski

Guests present: Ryan Bailey, Village Manager

BID Staff present: Kristyn Smith

BID Board Members absent: Tabi McBride, Marilyn Haroldson, Jim Muenzenberger

Meeting Proceedings

- 1. Board Meeting Call to Order:** Meeting called to order at 7:38 a.m. by BID President
- 2. Approval of Minutes:** MOTION made by Wisniewski to approve the September 12, 2023, meeting minutes; seconded by Berger. MOTION passed unanimously. Comment made that Jensen was mentioned as seconding a motion but was not present. Will be corrected in the minutes.
- 3. President report:** No President report.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for September 2023 presented by Pfundtner. MOTION made by Wisniewski to approve operations and balance sheet as presented; seconded by Jensen. MOTION passed unanimously.
- 5. BID Director Report by Kristyn Smith, BID Director**
There is currently \$1370.07 left in the Hartland in Bloom fund. Distributed two board member applications to fill the remaining seat. Lake Country Playhouse is seeking a larger space. There will be a presentation for the constituents on the marketing study on 11/14, details and invitation to follow. AHS made presentations of many different sculpture concepts that will be narrowed down for another meeting on 10/18. Discussion on hanging baskets and changing to a planter program next year.
- 6. Committee Reports**
Marketing Committee report by Steve Berger, Committee Chair
October 6 meeting notes: Discussion on sculpture project concepts. The BID did a two-year sponsorship of the ice rink last year so we will renew it in 2024. For Small Business Saturday we are looking to have some window clings created encouraging people to shop local/shop small. 2024 marketing calendar preparation is also underway.

7. Design Committee report by Steve Berger

October 6 meeting notes: Discussion on a sign grant application for Modern Woodmen of America. They are moving locations and require three new exterior signs. MOTION made by Wisnieski to approve the sign grant in the amount of \$310.50; seconded by Pfundtner. MOTION passed unanimously. Ravenrock Healing Arts received a \$50 sandwich board sign grant. Discussion on changing flower program from hanging baskets to planters.

8. Economic Development Committee by Kristyn Smith:

September 27 meeting notes: Discussion on 2024 budget. The committee is requesting a line item of \$1000 as they currently do not have a dedicated budget. The ED committee will host a presentation of the marketing study on 11/14, location and details to follow. Kristine Schutte (board member application) is currently serving on the ED committee and the committee wanted to voice their support for her joining the board.

9. Executive Committee Report by Steve Berger, BID President:

The Executive Committee had a closed meeting.

10. Board Candidates – Recommendation to the Village Board for 2023 – Action:

Applications presented for Kristine Schutte (Klink's Karpets) and Amy Eisenhut (Gristmill). Kristine currently serves on the ED committee, and we received her application prior to Amy's. MOTION made by Wisniewski to approve Kristine for the remaining board member seat; seconded by Jensen. MOTION passed unanimously. Director to reach out to Eisenhut to thank her for her interest and get her involved on a committee until another board member seat opens up. Berger expressed an interest in stepping down as President at the end of his term in 2024. Pfundtner also indicated she is seeking another accountant to take over her role. McBride would like to renew her term. Recommendations will be made to the Village Board after next month's meeting.

11. Approval of the 2024 Budget:

Presentation of the 2024 budget. MOTION made by Wisniewski to approve the 2024 budget; seconded by Jensen. MOTION passed unanimously. Pfundtner to send out final draft.

12. State of the Village report presented by Ryan Bailey, Village Manager:

The quarry project is moving forward as well as the Kwik Trip. Nixon Park will be re-opening soon. The Village suggested capitalizing on all of the exciting improvements and additions by hosting a scavenger hunt promotion. Lake Country Bed Barn is moving to the Sendiks plaza. The Village is exploring the idea of closing Haight Street to create a community green space. Discussion on Village trees.

13. ADJOURNMENT

MOTION by Pfundtner to adjourn at 8:28a.m.; seconded by Jensen. MOTION passed unanimously.